



Sports and Entertainment Marketing Conference

January 23, 2015

Bradley Center, Milwaukee



MILWAUKEE ADMIRALS



WE ARE GOLDEN

 **WISCONSIN DECA 50TH ANNIVERSARY**



Sports & Entertainment Marketing Conference Tentative Agenda January 23, 2015

12:30pm – 12:55pm	Conference Registration (<i>Lobby A ,4th & Highland Entrance</i>)	
1:00pm – 1:45pm	Opening Session (Seating Bowl) Harris Turer (Owner of Milwaukee Admirals) & Jon Greenberg (President of Milwaukee Admirals)	
1:45pm – 2:00pm	Break	
2:00pm – 2:45pm	Team A&B Admirals Ticket Challenge DECA members will be charged with the task of creating an innovative marketing plan to increase attendance at Admirals games. This hands-on session will teach students the intricate details of developing effective marketing pieces in the sports industry. The top marketing plans will be selected and presented during the conference. Submissions due 1/12/2015	Team C&D Theme Night Brainstorm There are no bad ideas in brainstorming! Students will learn what goes into a professional sports team's brainstorming meeting. In this interactive session, DECA members will get a chance to present their most creative ideas for a potential Admirals theme night. Learn from the best as Admirals staff discuss the most successful promotion ideas and what they have learned from the least successful.
2:45pm – 3:00pm	Break	
3:00pm – 3:45pm	Game Operations Presentation <i>Seating Bowl</i> Immense amounts of planning goes into creating an unforgettable game experience. This session will reveal the down-to-the-minute details of a game operations schedule. Students will get a behind-the-scenes look into the execution of various in-game promotions that take place during an Admirals hockey game. Everyone will receive a copy of the game's run sheet to follow along during tonight's game.	
4:00pm – 4:45pm	Team C&D Admirals Ticket Challenge	Team A&B Theme Night Brainstorm
4:45pm – 5:00pm	Break	
5:00pm – 5:45pm	Conference Wrap Up (<i>Seating Bowl</i>)	
5:45pm – 7:00pm	Dinner (<i>Concourse Concession Stands</i>)	
7:00pm – 10:00pm	Admirals Game - Milwaukee Admirals vs. Iowa Wild	
10:00pm – 12:00am	Country Music Night – Brett Eldredge	





Admirals Ticket Challenge



PARTICIPANT INSTRUCTIONS/CHALLENGE GUIDELINES

In preparation for the Admirals Ticket Challenge each chapter will come up with a marketing strategy that will successfully promote creative, out-of-the-box marketing strategies that will increase attendance to weekday games.

GUIDELINES

- You will have up to 3 minutes to make your presentation via a Youtube video. Video submissions that exceed the time limit will NOT be eligible for the award.
- Chapters are allowed to submit ONE video.
- The URL address must be documented on the submission form; failure to share the address may disqualify the entry from the challenge.
- Submissions are due **January 12, 2015**. To submit your video [click here](#) for the submission form
- Video submissions will be reviewed (see evaluation) by the Milwaukee Admirals Staff.
- The top 3 chapters will be recognized & awarded the following at the Sports & Entertainment Marketing Conference:
 - **1st Place**
 - **25 VIP seats (on the ice) for the Brett Eldredge Concert** AND
 - (1) Paid Advisor SCDC registration AND
 - (2) Paid Student SCDC registrations AND
 - Please note: These are NOT additional quota spots
 - **2nd Place**
 - (1) Paid Advisor SCDC registration AND
 - (1) Paid Student SCDC registration
 - **3rd Place**
 - (1) Paid Advisor SCDC registration

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Identify elements of marketing mix
- Define target market: What types of people are available to attend games on weeknights?
- Identify competition: What other activities do people partake in on weeknights that could be keeping them from Admirals game? How can Admirals games be promoted to stand out from the competition?
- Develop appropriate marketing pieces: What media will be most effective in reaching the target market?
- Create coordinated design elements and taglines/slogans.
- Explain the rationale for choosing certain marketing pieces as they pertain to the target market.

CASE STUDY

Background

The Milwaukee Admirals are a professional minor league hockey team and play at the BMO Harris Bradley Center in Milwaukee, WI.

The Admirals first took to the ice in the winter of 1970 as an amateur club known as the **Milwaukee Wings**. The next year the team was sold by the original owner Reed Fansher to a group of investors. One of the investors, Erwin J. Merar, owned an appliance store. The team was renamed the "Admirals" after a brand of household appliances sold in Merar's store.

Beginning with the 1973–74 season the Admirals joined the newly formed United States Hockey League. The Admirals won the USHL league championship in 1976, winning seven straight games in the league's playoffs. For the 1977–78 season the Admirals joined the International Hockey League as the USHL was becoming a strictly amateur league.

The Admirals were purchased in June 2005 by a group of investors, led by Harris J. Turer, including Milwaukee Brewers owner Mark Attanasio, assistant general manager Gord Ash and pitcher Ben Sheets. The Brewers subsequently became the sole uniform sponsor of the Admirals, and the Admirals wear a Brewers logo patch on their sweaters.

On August 1, 2006, the Admirals unveiled their newest logo which came with a radical color change for the team, away from red and blue hues to one of black, white and light blue. They also unveiled their new slogan, "Never Say Die".

Challenge

A vast majority of fans attend games on the weekends, so the Admirals are seeking to increase attendance during weeknight games. Besides simply discounting tickets, food, or merchandise, what strategies can be employed to encourage fans to come out in the middle of the week? Are there promotions, fan experiences, or other activations that could be used to make Admirals games a more desirable entertainment option on a weekday evening?

Marketing Plan Components

- Identify elements of marketing mix
- Define target market: What types of people are available to attend games on weeknights?
- Identify competition: What other activities do people partake in on weeknights that could be keeping them from Admirals game? How can Admirals games be promoted to stand out from the competition?
- Develop appropriate marketing pieces: What media will be most effective in reaching the target market?
- Create coordinated design elements and taglines/slogans.
- Explain the rationale for choosing certain marketing pieces as they pertain to the target market.

Presentation Requirements

- Video and completed registration form due **January 12, 2015**. To submit your video [click here](#) for the submission form
- You will have up to 3 minutes to make your presentation via a Youtube video. Video submissions that exceed the time limit will NOT be eligible for the award.
- Chapters are allowed to submit ONE video.
- The URL address must be documented on the registration form; failure to share the address may disqualify the entry from the challenge.
- Presentation should address each of the following marketing plan components:
 - Target market
 - Competition
 - Media selected and rationale
 - Overview of marketing pieces (taglines, activations, advertisements, etc.)



EVALUATION FORM ADMIRALS TICKET CHALLENGE



PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE VIDEO:					
1. Identify elements of marketing mix	10-9	8-7	6-5-4	3-2-1-0	_____
2. Define the target market	10-9	8-7	6-5-4	3-2-1-0	_____
3. Identify the Competition	10-9	8-7	6-5-4	3-2-1-0	_____
4. Develop appropriate marketing pieces	10-9	8-7	6-5-4	3-2-1-0	_____
5. Show coordinated design elements and taglines/slogans	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the rationale for choosing certain marketing pieces as they pertain to the target market.	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain considerations in developing viral marketing campaigns	10-9	8-7	6-5-4	3-2-1-0	_____
OVERALL VIDEO PROPOSAL	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Clarity of expression	6-5	4	3-2	1-0	_____
2. Organization of ideas	6-5	4	3-2	1-0	_____
3. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
4. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____

Conference Cost

Early Bird Registration (November 10 - December 15)

\$45.00 per attendee

*T-shirt size will be guaranteed with Early Bird Registration.

***If you register after December 15th the t-shirt size requested will NOT be guaranteed**

Registration (December 16 - January 12)

\$50.00 per attendee

Cost Includes

- Industry speakers sharing insight and knowledge on sports marketing and entertainment
- Interactive workshops hosted by the Milwaukee Admirals Marketing Team
- Networking with WI DECA members from all around the state
- Vouchers for dinner at the Concourse Concession Stands at the Bradley Center
- Admission to the Milwaukee Admirals/Iowa Wild Hockey Game
- Admission to the Brett Eldredge concert
- Conference T-Shirt

Parking and Drop Off

- Parking Costs are not included in registration
- Buses can drop off and pickup up at the 4th & Highland Entrance
- Bus parking is available on State Street between 4th and 6th Street for free. This parking is available on **a first come first serve basis**.
 - If this parking fills up, buses can park in the open lot on the corner of 4th and Wisconsin. Payment can be made at the pay station. If you have any issues you can contact: Jeremy Weisling, Branch Manager for ABM Parking Services. Phone: 414-291-7460 or Email: Jeremy.weisling@abm.com

Dress Code

- WI DECA Chapter Pride Guidelines – Jeans, khakis, shorts, athletic shoes. (Athletic style clothing such as track pants, sweat pants, or leggings are not allowed)
- Jeans must not have rips, holes, tears, etc.
- WI DECA will provide a conference t-shirt. Students should wear these shirts at the event. Shirts will be handed out at registration. **REMINDER: Register by December 15th to guarantee the t-shirt size requested.**
- Please come dressed to have fun BUT keep in mind we will be interacting with industry professionals

Chaperones

- Student to Adult Ratio = 16:1

Online Registration

- Online registration will be open until **January 12, 2015** (Please pay attention to dates for Early Bird Pricing)
- Online registration is available at: <https://www.decaregistration.com/wi-lab/Main.asp>
- You will **not** need to select an event or team for your chapter. WI DECA will assign students into workshops.
- Please make sure you indicate the t-shirt size required for each participant. Register prior to December 15th to guarantee t-shirt size.
- Any changes to registration after December 15th are subject to regular registration rates
- Admission to the Admirals/Iowa Wild Game and Brett Eldredge concert are included in your registration cost
- If you are **NOT** planning on attending the game, we ask that you indicate this in the **SPECIAL NEEDS** section during registration (this will not change your registration cost).
- We will be providing vouchers for food at the Bradley Center concession stands. It may **not** be possible to accommodate special requests for food and beverage. Please indicate any special requests under special needs when registering. Terri Mackey will contact you and let you know if we are able to accommodate.

Codes of Conduct

- Codes of Conducts are required for all attendees
- Click below for access to these forms
 - [Student Code of Conduct](#)
 - [Advisor Code of Conduct](#)
 - [Administrator Code of Conduct](#)
- Terri Mackey will send an excel list updating advisors on which students have submitted their code of conduct forms prior to the conference. If at any time you would like an update on your chapter, please email Terri Mackey.

Optional Overnight Housing

- A room block has been reserved at the [Hilton Milwaukee City Center](#) to accommodate any housing needs for your chapter.
- Wisconsin DECA rate: **\$80.00** per room
- Reservations will be made on your own by December 23, 2014
- To make your reservation:
 - Call 414-935-5940 and mention the Wisconsin DECA block to get the discounted rate.
- All payments for the hotel must be made directly with the hotel.
- For overnight bus parking options, please contact: Jeremy Weisling, Branch Manager for ABM Parking Services. Phone: 414-291-7460 or Email: Jeremy.weisling@abm.com